

WOLF CREEK PARK MASTER PLAN

STAKEHOLDER MEETINGS

OCTOBER 16, 2025



AGENDA

1. Introductions - Roles and Team Structure
2. Project Boundary
3. Schedule and Key Milestones
4. Vision and Guiding Principles
5. Opportunities and Constraints
6. Market Analysis
7. Draft Master Plan Scenarios
8. Implementation Snapshot
9. Open Discussion

CONSULTANT TEAM

PLANNING, URBAN DESIGN, PLACEMAKING &
COMMUNITY ENGAGEMENT



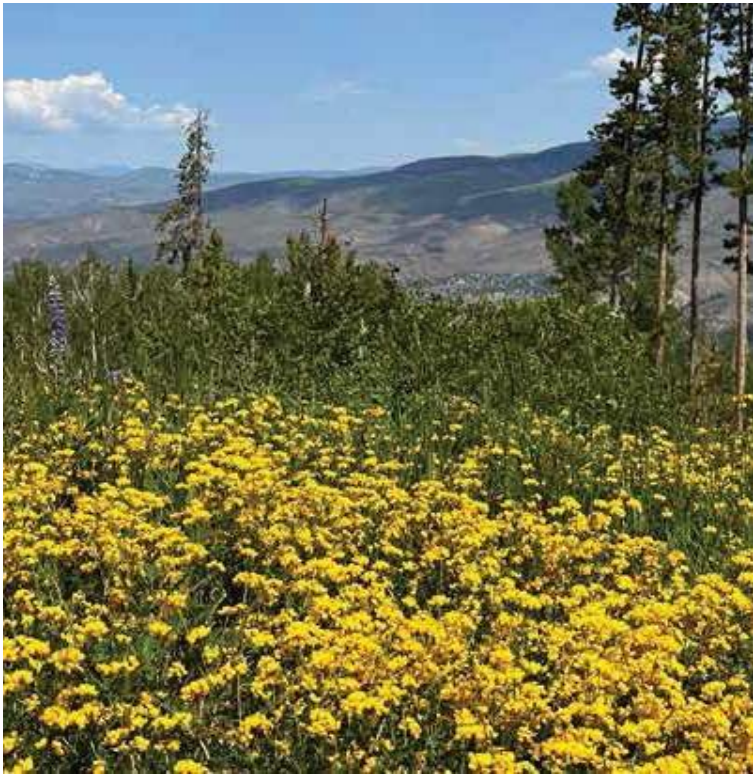
ENGINEERING AND INFRASTRUCTURE
STRATEGY PLANNING



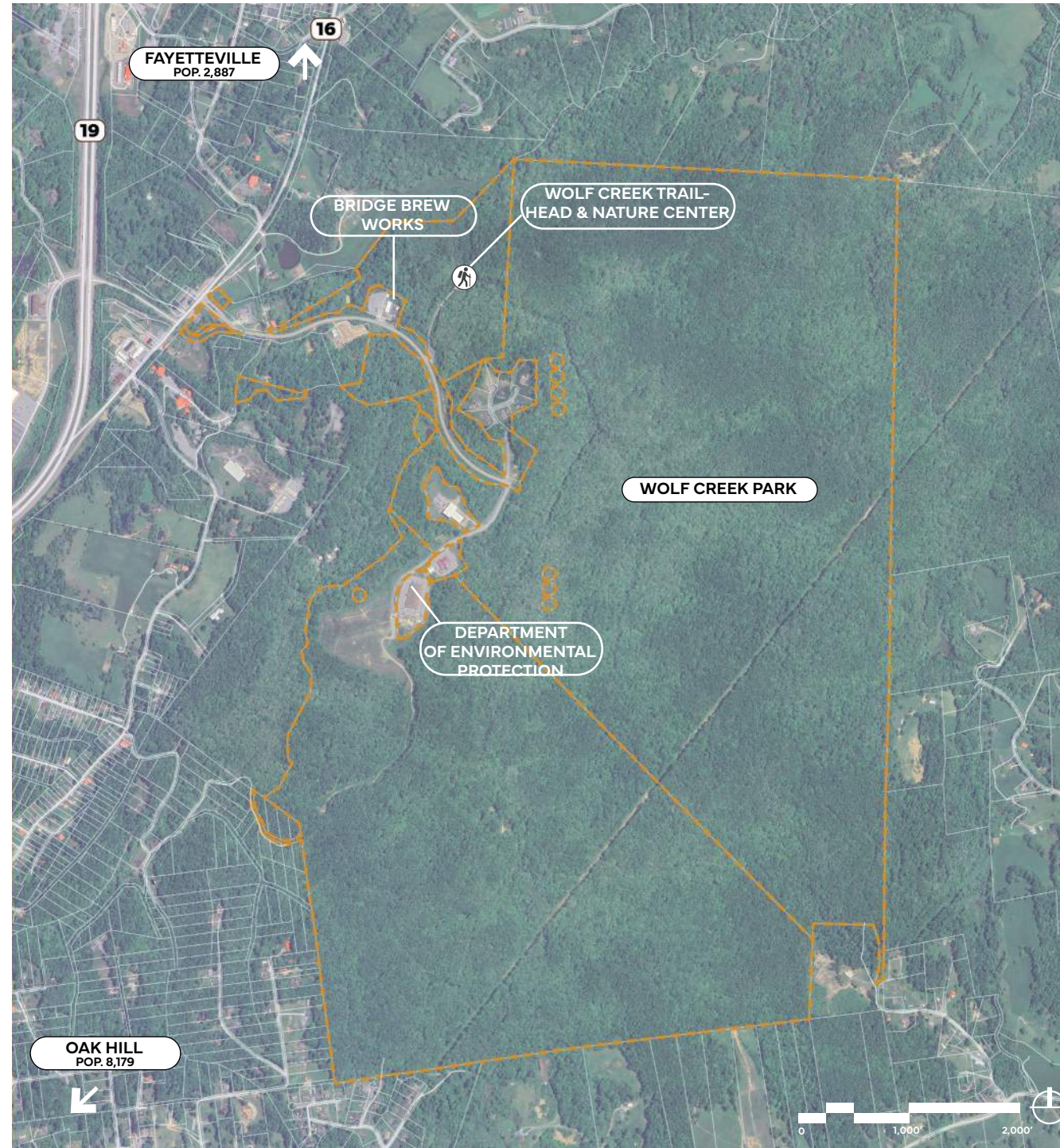
HOUSING MARKET STRATEGY, ECONOMIC
FEASIBILITY, AND DEVELOPMENT FINANCE



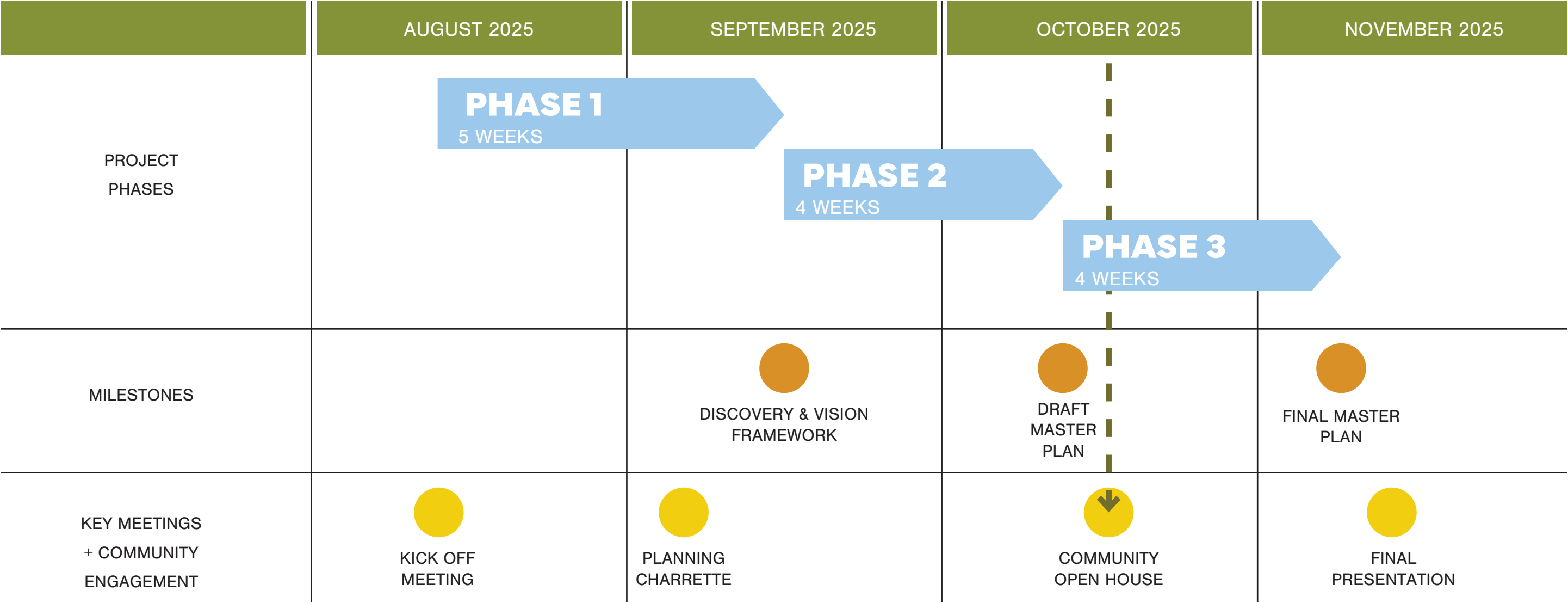
REGIONAL MOBILITY, RECREATION
ACCESS, AND TRAIL NETWORK PLANNING



PROJECT BOUNDARY



SCHEDULE + KEY MILESTONES



VISION AND GUIDING PRINCIPLES



PROVIDE HOUSING FOR ALL

Deliver a mix of workforce, attainable, seasonal, and family housing to meet pressing community needs and support recruitment for schools, healthcare, and the recreation economy.



BALANCE DEVELOPMENT & CONSERVATION

Preserve wetlands, forests, and headwaters as ecological anchors while clustering development in suitable areas to maintain biodiversity, water quality, and the park's natural character.



LEVERAGE RECREATION AS A DEFINING ASSET

Build on the park's existing trail network and ecological amenities to position Wolf Creek as both a daily amenity for residents and a regional outdoor destination.



INVEST IN RESILIENT INFRASTRUCTURE

Phase utility and road improvements to match development demand, overcoming topographic challenges while ensuring long-term affordability and sustainability.



SUPPORT A DIVERSE, LOCAL ECONOMY

Encourage small-scale, recreation-supportive businesses and light industrial opportunities that complement housing and tourism, strengthening Fayette County's economic base.



CREATE A CONNECTED COMMUNITY

Integrate housing, trails, open spaces, and civic uses to foster a live-work-play environment where people can connect with nature, neighbors, and opportunity.

OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES

- 01 HOUSING DEMAND IS STRONG:**
Potential for 500–525 units over 20 years, with a mix of single-family, townhomes, and rentals.
- 02 PRICING SUPPORTS TOP-QUARTILE POSITIONING:**
Homes can compete at higher price points while still attainable compared to other national park communities.
- 03 SEASONAL HOUSING IS NEEDED:**
Could make up nearly one-fifth of the program, serving workforce and second-home demand.
- 04 RECREATION IS A CORE ASSET:**
Wolf Creek Park already has the largest trail system in the area; visitation growth supports expansion of trailheads, hubs, and indoor facilities.
- 05 CONSERVATION IS INTEGRAL:**
Rough topography leaves only 22% of site developable, making wetlands and biodiversity a natural anchor for the site.
- 06 ECONOMIC POTENTIAL IS GROWING:**
Light industrial and recreation-supportive businesses can complement housing and tourism growth.

CONSTRAINTS

- 01 DEMOGRAPHIC HEADWINDS:**
Household decline (-1.3% Annually) and lower incomes limit demand for higher-end product.
- 02 HIGH COSTS:**
Construction costs of ~\$225/sf challenge affordability and feasibility.
- 03 HOUSING PRESSURES:**
Airbnbs reduce the stock of long-term rentals, worsening housing shortages.
- 04 INFRASTRUCTURE IS A HURDLE:**
Sewer lift station upgrades, water and internet gaps, and steep terrain make utilities and road building expensive.
- 05 TOURISM IS SEASONAL:**
Winter months see low demand, and many visitors stay in neighboring Raleigh county.
- 06 ECONOMY IS UNDIVERSIFIED:**
Reliance on legacy industries limits resilience and new job creation.

MARKET ANALYSIS

STRONG LOCAL HOUSING NEED

- Demand is driven by teachers, healthcare workers, and recreation employees struggling to find attainable homes.
- Wolf Creek Park can fill this gap with a mix of single-family homes, townhomes, and select rentals that fit local budgets.

KEY TAKEAWAYS FOR PLANNING

1. For-Sale Focus

Single-family and attached homes should anchor development — positioned competitively in the top market tier.

2. Rental Support

Townhomes and small multifamily options are needed for the workforce; single-family rentals are less viable.

3. Mix & Phasing

Roughly 210 single-family homes and 55 townhomes over 20 years, with early phases prioritizing attainable housing. Later phases can introduce premium and seasonal units.

4. Recreation as Value Driver

Trails, open space, and outdoor access are central to desirability and long-term market strength.

RECOMMENDED POSITIONING AND ASSOCIATED DEMAND

	For-Sale Housing	Rental Housing
Recommended Positioning		
Single-Family Detached		
Achievable Prices (Rents)	\$450,000 - \$650,000	N/A - N/A
Recommended Sizes	2,000 - 3,000	N/A - N/A
Recommended Configurations	3 BR - 4 BR	N/A - N/A
Associated \$/SF	\$225 - \$217	N/A - N/A
Single-Family Attached		
Achievable Prices (Rents)	\$250,000 - \$400,000	\$1,728 - \$2,175
Recommended Sizes	1,200 - 2,000	1,080 - 1,500
Recommended Configurations	2 BR - 3 BR	2 BR - 3 BR
Associated \$/SF	\$208 - \$200	\$1.60 - \$1.45
Multifamily		
Achievable Prices (Rents)	N/A - N/A	\$1,140 - \$1,600
Recommended Sizes	N/A - N/A	600 - 1,000
Recommended Configurations	N/A - N/A	1 BR - 2 BR
Associated \$/SF	N/A - N/A	\$1.90 - \$1.60
Associated Demand (2025-2045)		
Single-Family Detached		
20-Year Cumulative Demand	265-275 Homes (65-70 Premium Homes)	N/A
Single-Family Attached		
20-Year Cumulative Demand	75-80 Homes	85-90 Units
Multifamily		
20-Year Cumulative Demand	N/A	75-80 Units

LAND USES - RESIDENTIAL

SINGLE FAMILY HOUSING



TOWNHOUSE HOUSING



MULTI-FAMILY HOUSING



COMMUNITY ORIENTED DESIGN



SEASONAL & LIVE-WORK UNITS



COMPACT & WALKABLE BLOCKS



LAND USES - COMMERCIAL

RESTAURANTS



LODGING



OUTDOOR RECREATION SUPPORT BUSINESSES



GEAR SHOP



MAKER SPACES



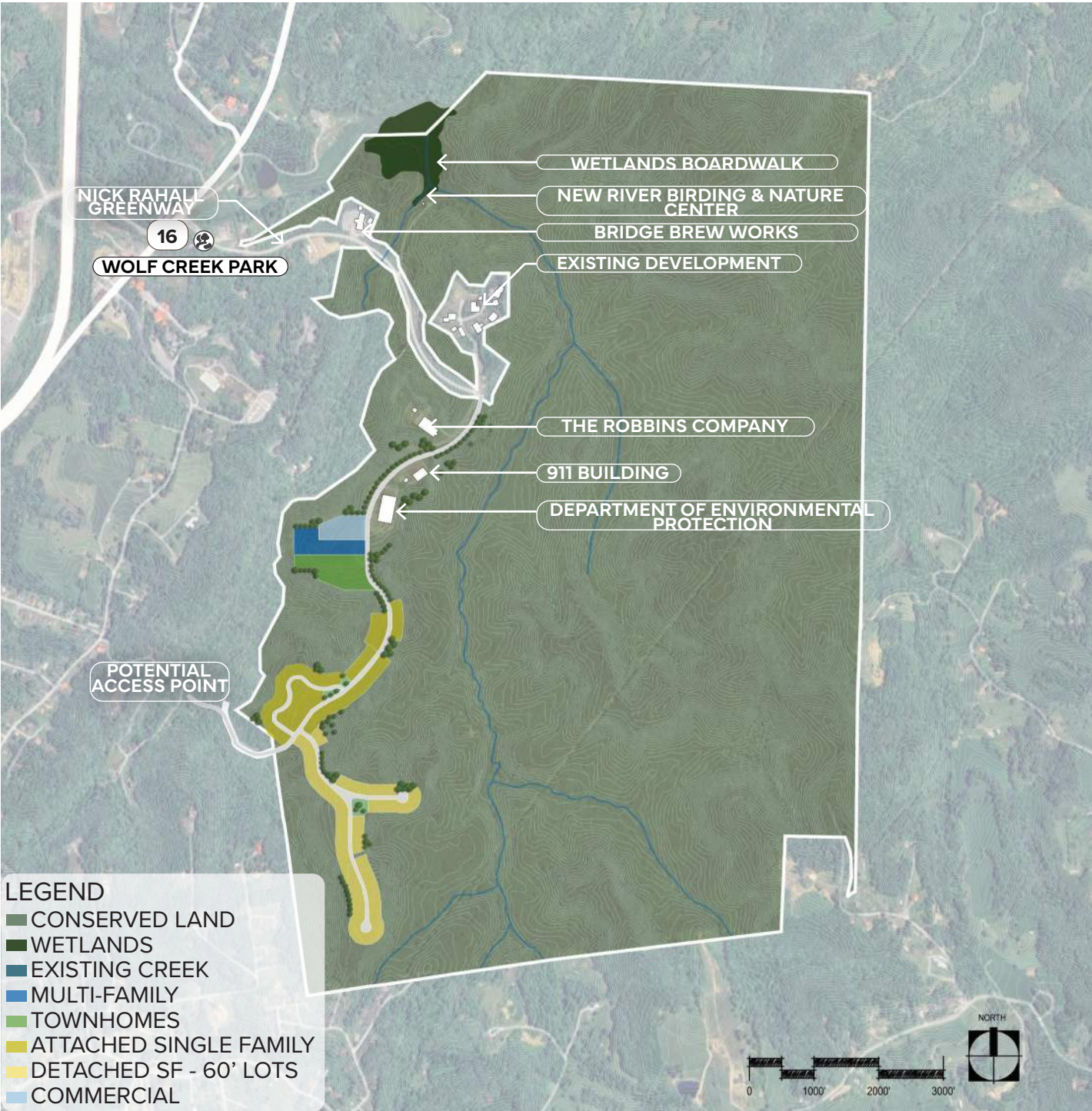
LIGHT INDUSTRIAL



MASTER PLAN SCENARIOS - SCENARIO A

CONCENTRATED DEVELOPMENT

- Clusters housing in compact areas to maximize efficiency and minimize disturbance
 - Strong cost-per-unit performance and reduced infrastructure needs
 - Limited housing diversity; higher-density formats like townhomes and multifamily
 - Conserves more land overall but still relies on targeted subsidies to remain attainable.
- ➔ Least land disturbance and most compact form of growth.



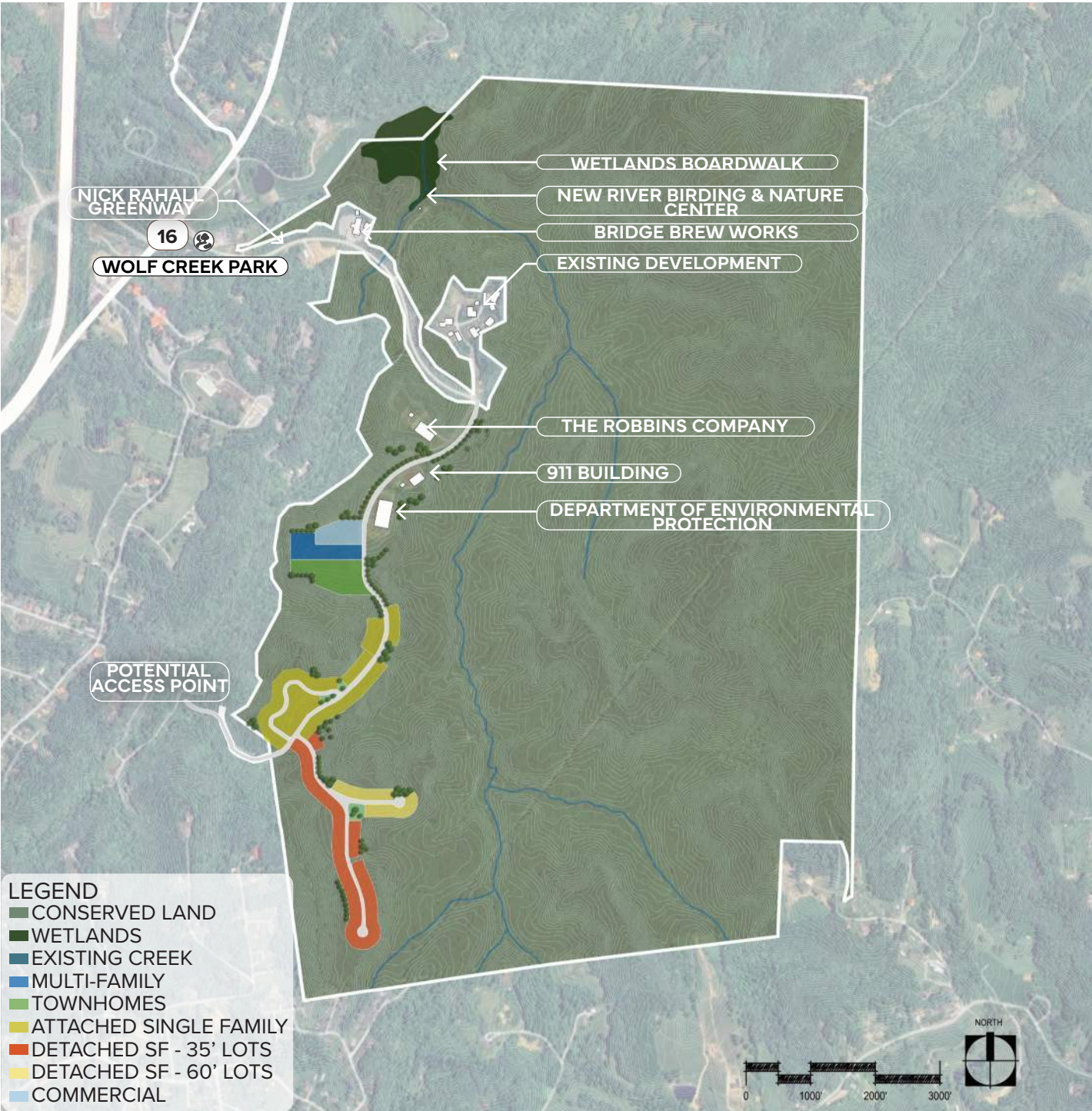
HOUSING METRICS	HOUSING TYPE	
	Multi-Family	19% / 81 Units
	Townhomes	18% / 78 Units
	Attached Single Family	48% / 210 Units
	Detached SF - 35' Lots	0%
	Detached SF - 50' Lots	0%
	Detached SF - 60' Lots	15% / 66 Units
	Total Housing Units	435 (100% of Target)
COMMERCIAL/ FLEX-USE METRICS	METRIC	
	Commercial Acreage	1.75
	Development Footprint (%)	0.02%
COMMUNITY RECREATION METRICS	RECREATION ELEMENT	
	Open Space Acres	876.2
CONSERVATION METRICS	CONSERVATION TYPE	
	Wetlands (ac)	9 est.
	% Total Site Conservation	95.8%
CIRCULATION & MOBILITY METRICS	METRIC	
	Miles of Primary Roads	1.03
	Miles of Secondary Roads	0.9
	New Trail Mileage (mi)	12.84

WOLF CREEK PARK MASTER PLAN

MASTER PLAN SCENARIOS - SCENARIO B

MODERATE DEVELOPMENT

- Distributes housing near existing roads and trailheads for efficient expansion
 - Preserves large forest and wetland corridors, maintaining ecological integrity.
 - Provides a mix of attainable housing types with strong trail and watershed connections.
 - Best fit for blended investment across housing, infrastructure, and recreation.
- Balanced outcome: attainable housing, conservation, and identity.



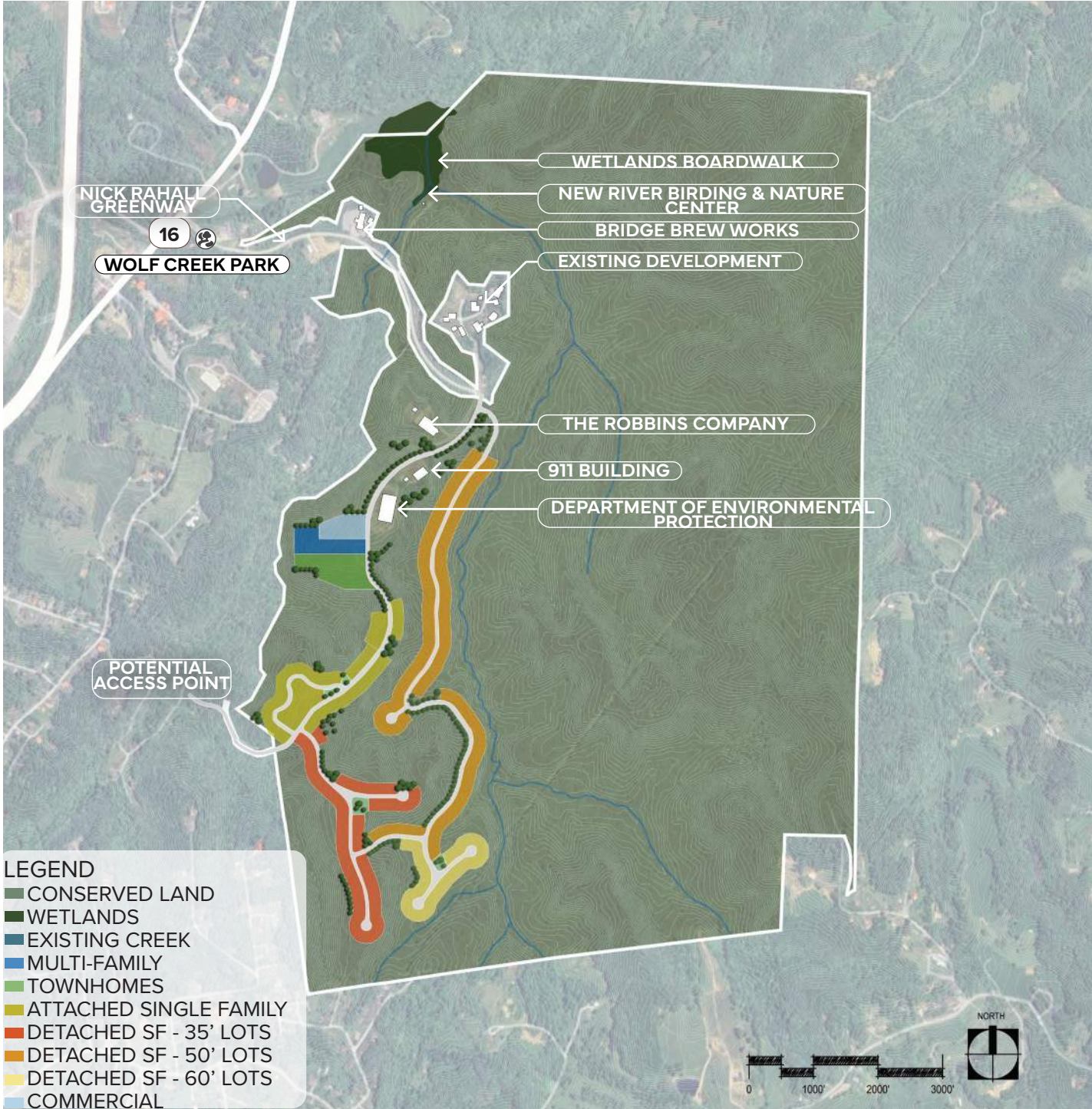
HOUSING METRICS	HOUSING TYPE	
	Multi-Family	17% / 81 Units
	Townhomes	18% / 78 Units
	Attached Single Family	44% / 210 Units
	Detached SF - 35' Lots	19% / 93 Units
	Detached SF - 50' Lots	0%
	Detached SF - 60' Lots	3% / 16 Units
	Total Housing Units	478 (110% of Target)
COMMERCIAL/ FLEX-USE METRICS	METRIC	
	Commercial Acreage	1.75
	Development Footprint (%)	0.02%
COMMUNITY RECREATION METRICS	RECREATION ELEMENT	
	Open Space Acres	876.2
CONSERVATION METRICS	CONSERVATION TYPE	
	Wetlands (ac)	9 est.
	% Total Site Conservation	95.8%
CIRCULATION & MOBILITY METRICS	METRIC	
	Miles of Primary Roads	1.03
	Miles of Secondary Roads	0.9
	New Trail Mileage (mi)	12.84

WOLF CREEK PARK MASTER PLAN

MASTER PLAN SCENARIOS - SCENARIO C

MAXIMIZE DEVELOPMENT

- Delivers the most housing variety and total units across the site.
 - Broadens attainable housing options but increases land disturbance.
 - Larger infrastructure footprint raises long-term maintenance and environmental costs.
 - Requires thoughtful design to balance housing goals with conservation and watershed health.
- Highest housing yield, greatest environmental trade-offs.



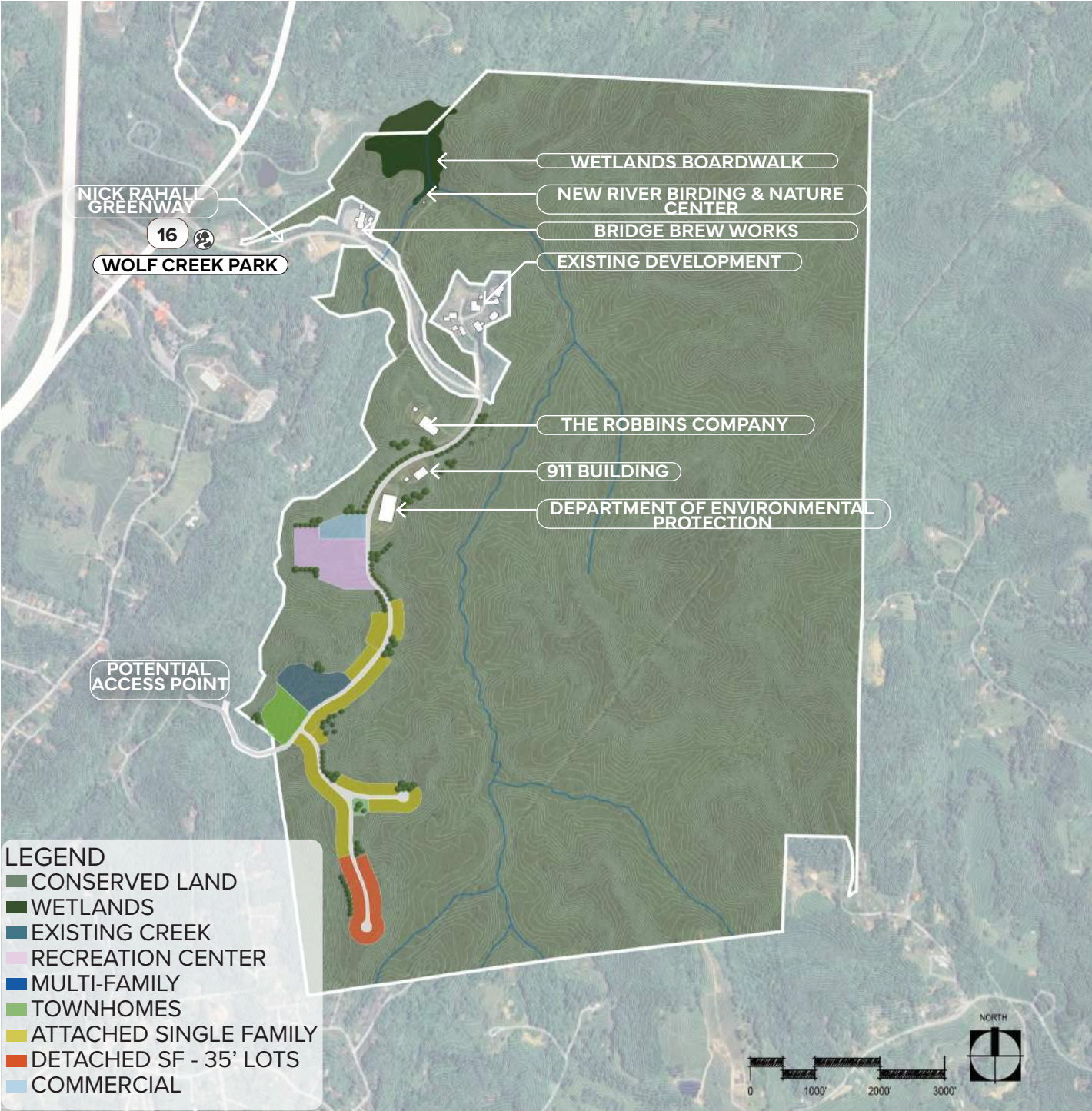
HOUSING METRICS	HOUSING TYPE	
	Multi-Family	12% / 81 Units
	Townhomes	11% / 78 Units
	Attached Single Family	31% / 210 Units
	Detached SF - 35' Lots	18% / 122 Units
	Detached SF - 50' Lots	23% / 161 Units
	Detached SF - 60' Lots	5% / 33 Units
	Total Housing Units	685 (157% of Target)
COMMERCIAL/ FLEX-USE METRICS	METRIC	
	Commercial Acreage	1.75
	Development Footprint (%)	0.02%
COMMUNITY RECREATION METRICS	RECREATION ELEMENT	
	Open Space Acres	876.2
CONSERVATION METRICS	CONSERVATION TYPE	
	Wetlands (ac)	9 est.
	% Total Site Conservation	92.6%
CIRCULATION & MOBILITY METRICS	METRIC	
	Miles of Primary Roads	1.03
	Miles of Secondary Roads	1.4
	New Trail Mileage (mi)	12.84

WOLF CREEK PARK MASTER PLAN

MASTER PLAN SCENARIOS - SCENARIO D

HIGHER INTENSITY WITH RECREATION CORE

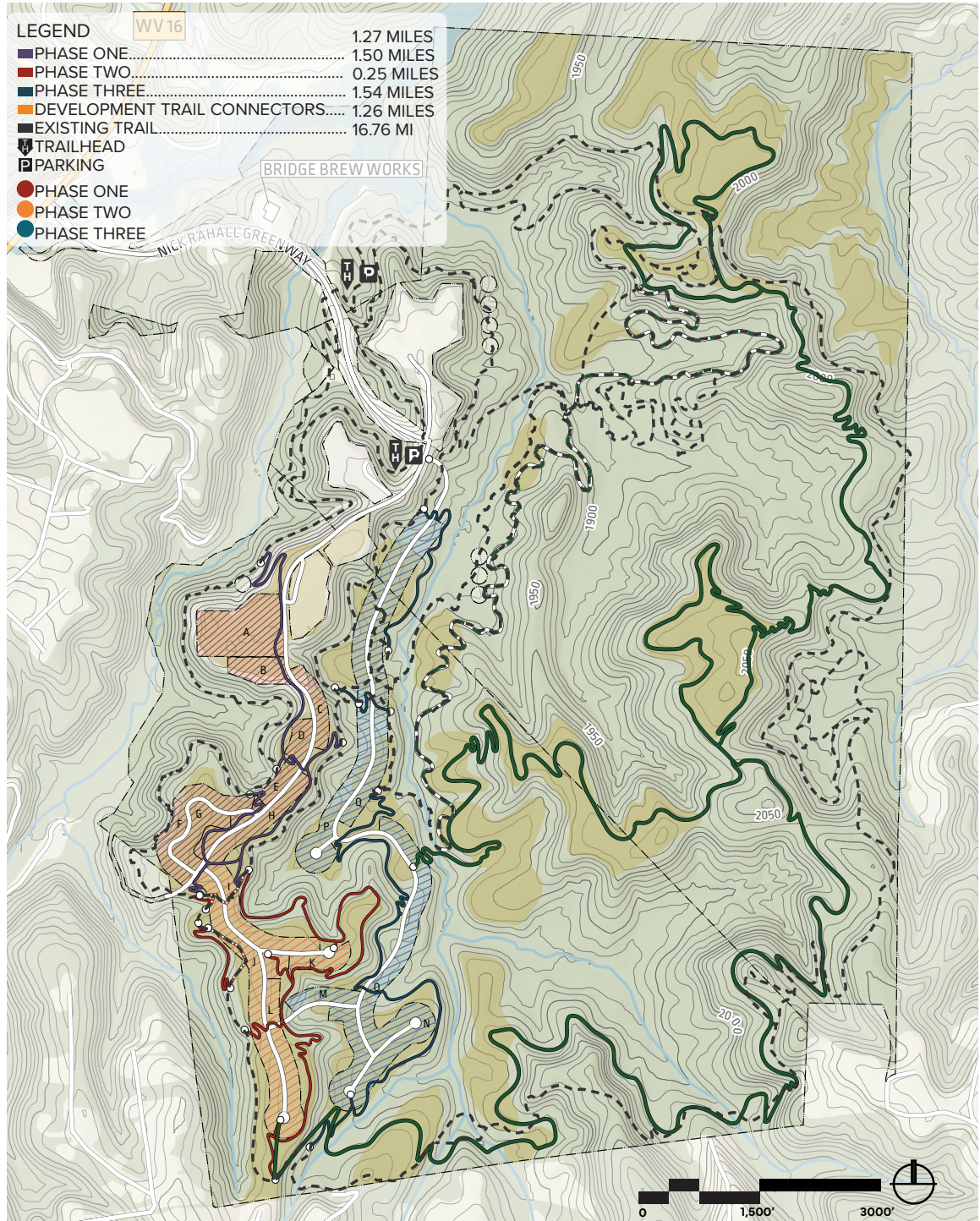
- Concentrates housing around a new recreation center to create a social and activity hub.
 - Maintains efficient infrastructure and significant conservation zones.
 - Balances attainable housing delivery with strong open-space and trail connections.
 - Enhances livability through recreation, gathering, and neighborhood connectivity.
- Combines compact growth with a clear sense of place.



HOUSING METRICS	HOUSING TYPE	
	Multi-Family	20% / 89 Units
	Townhomes	19% / 86 Units
	Attached Single Family	52% / 229 Units
	Detached SF - 35' Lots	9% / 40 Units
	Detached SF - 50' Lots	0%
	Detached SF - 60' Lots	0%
	Total Housing Units	444 (102% of Target)
COMMERCIAL/ FLEX-USE METRICS	METRIC	
	Commercial Acreage	1.75
	Development Footprint (%)	0.02%
COMMUNITY RECREATION METRICS	RECREATION ELEMENT	
	Open Space Acres	846.9
CONSERVATION METRICS	CONSERVATION TYPE	
	Wetlands (ac)	9 est.
	% Total Site Conservation	95.8%
CIRCULATION & MOBILITY METRICS	METRIC	
	Miles of Primary Roads	1.03
	Miles of Secondary Roads	0.63
	New Trail Mileage (mi)	12.84
Community Rec Area		6.15 Acres

WOLF CREEK PARK MASTER PLAN

RECREATION



The plan strengthens Wolf Creek Park's trail network with improved routes and new connections linking neighborhoods, open spaces, and overlooks. Added bike parks, play areas, and observation points enhance recreation and continue the park's trail legacy.

PERIMETER TRAILS



NEIGHBORHOOD CONNECTOR TRAILS



MULTI-USE TRAILS



OBSERVATION & EDUCATION AREAS



BIKE PARK ZONES



PARKS & PLAY AREAS



IMPLEMENTATION & INFRASTRUCTURE PHASING



The plan guides growth in phases—starting with housing and trails, then expanding neighborhoods, utilities, and recreation areas as infrastructure and demand grow.

PHASE 1 – FOUNDATIONAL DEVELOPMENT

- Attainable housing clusters along existing water, sewer, and broadband corridors
- ~4,400 LF of new roadway and utilities
- Early trail and conservation buffers establish park identity
- Limited neighborhood-serving commercial
- Coordination with WVDOH, WVDEP, Oak Hill Sanitary Board

PHASE 2 – STRATEGIC EXPANSION

- Adds ~2,700 LF of roadway and utility extensions southward
- Townhomes, duplexes, and small-lot homes expand housing mix
- Enhanced trail network, stormwater ponds, and trailheads
- Business flex and co-working uses introduced
-

PHASE 3 – LONG-TERM BUILD-OUT

- ~7,000 LF of roadway completing utility spine
- Full regional trail and conservation network realized
- Possible subdivision into sub-phases to balance cost and sequencing

→ **Growth that builds from existing strength — compact, connected, and cost-efficient.**

OPEN DISCUSSION

